GRAND MERCURE
HOTELS AND RESORTS

Bringing stories to life

Around the world, Grand Mercure revisits the singularity of each culture with a new eye, surprising and inspiring our guests to rediscover the uniqueness of a culture. Tailored by the locals, each of our hotel invites to a curated and contemporary local immersion in the country they are located, whilst guaranteeing premium international standards.

grandmercure.com

FIND YOUR LOCAL DEVELOPER CONTACT ON GROUP.ACCOR.COM/HOTELDEVELOPMENT

AUGUST 2019 - PHOTOS © ACCOR PHOTO LIBRARY

RAFFLES \ ORIENT EXPRESS \ BANYAN TREE \ DELANO \ SOFITEL LEGEND \ FAIRMONT \ SLS \ SO \ SOFITEL \ THE HOUSE OF ORIGINALS
RIXOS \ ONEFINESTAY \ MANTIS \ MGALLERY \ 21C \ ART SERIES \ MONDRIAN \ PULLMAN \ SWISSÔTEL \ ANGSANA
25HOURS \ HYDE \ MÖVENPICK \ GRAND MERCURE \ PEPPERS \ THE SEBEL \ MANTRA \ NOVOTEL \ MERCURE \ ADAGIO
MAMA SHELTER \ TRIBE \ BREAKFREE \ IBIS \ IBIS STYLES \ IBIS BUDGET \ GREET \ JO&JOE \ HOTELF1

GRAND MERCURE
HOTELS AND RESORTS

CLASSIC - PREMIUM
INTERNATIONAL 4 STARS

STRONG LOCAL BRANDS
MEI JUE IN CHINA
MAJLIS IN MIDDLE EAST
ETC.

91%
GRAND MERCURE CUSTOMERS SATISFIED OR VERY SATISFIED BY THEIR EXPERIENCE

€45
BRAND AVERAGE RATE PREMIUM VERSUS INDEPENDENT HOTELS

Network

56 HOTELS & 12,679 ROOMS

Pipeline

27 HOTELS & 6,435 ROOMS

ASIA / PACIFIC
47 hotels
10,412 rooms
Pipeline:
+5,000 rooms

AMERICAS
8 hotels
2,069 rooms

AFRICA
MIDDLE EAST
1 hotel
198 rooms
Pipeline: + 1,435 rooms

NUMBER OF HOTELS AND ROOMS PER REGION
NETWORK + PIPELINE

Development

New Built & Conversion

	PRIME LOCATIONS	SECONDARY LOCATIONS	AIRPORTS SUBURBS
CAPITALS, KEY CITIES & RESORT DESTINATIONS	●	●	●
MAJOR DOMESTIC DESTINATIONS	●		
OTHER CITIES & ATTRACTIVE TOURISTIC DESTINATIONS	●		

Top 5 latest openings

Rio de Janeiro Copacabana, Brazil, 319 rooms
Recife Boa Viagem, Brazil, 297 rooms
Ambassador Seoul Yongsan, South Korea, 196 rooms
Vadodara Surya Palace, India, 146 rooms
Hangzhou Qiantang, China, 173 rooms

Top 3 unique selling propositions

A BRAND TAILORED TO THE LOCAL MARKET

Brand tailored in each market, by the locals for the locals

A design & atmosphere that resonates with the locals, with great cultural sensitivity

A service offering adapted to the local market

Relevance for both domestic market as well as the international visitors seeking authentic local experiences

+ INTERNATIONAL BRAND POWER

Guarantee of Consistent Premium International service standards, answering needs & reassuring locals and international travellers alike

International brand power with associated distribution eco-system, awareness and prestige perception

Modern service & perception relevant to today's traveller seeking simple yet innovative and premium experiences

+ FLEXIBILITY & AFFORDABLE COMPETITIVENESS

Flexible space brand programming and local providers usually enabling lower development costs

Great for conversion of existing building/hotels

Great for development from Tier 1-3 cities

Key programs

Grand Mercure is a local brand deeply rooted in each destination.

Taste of place. All dimensions of the local food culture are showcased: exciting signature dishes or brews, reinvented street food, and traditional welcome delights. A revisited and inspiring local taste, endorsed by the locals.

Sensorial immersion. Grand Mercure harmoniously combines and reinterprets local attitudes, atmospheres and settings to awaken all senses.

Revived rituals. Each hotel embraces & revives selected fundamentals shaping a culture. Important celebrations, a sense of etiquette & daily rituals to (re)discover, moments of conviviality & quality family time associated to cultural values, integrated into curated brand experiences.

Local way of being well. Every country of the world has its own conception of wellbeing. In its hotels, Grand Mercure embraces each of them accordingly to nurture its guests beyond the doors of the gym and the spa.

Programming

(1) For AAA ultra city center, historic conversion, the room size and areas can go down by 15-20%
(2) Based on market demand

ROOMS	● URBAN	● RESORTS
— Average number of rooms	● 150 and +	● 150 and +
— Room average size (1) (sqm)	● 28-36	● 30-40 + balcony
— Total Gross Floor Area (1) (sqm)	● 80-90	● 80-110

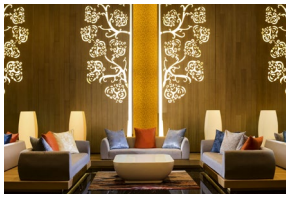
FOOD & BEVERAGE	1 all day dining 1 specialty restaurant (2) 1 lobby bar	
WELL-BEING	Bespoke Spa market driven Fitness centre Swimming pool	
MEETINGS, EVENTS & OTHERS	Meeting rooms Ballroom Business centre	Executive Club Kids Club (2)

Customer profile

BUSINESS	57%	43%	LEISURE
DOMESTIC	71%	29%	INTERNATIONAL

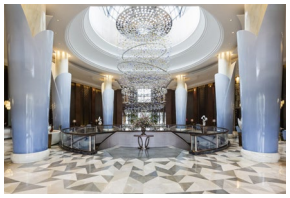
Top 5 flagships to visit

JAKARTA KEMAYORAN
INDONESIA



PHUKET PATONG
THAILAND

ZHENGZHOU WEST
CHINA



MYSORE
INDIA

SÃO PAULO VILA OLIMPIA
BRAZIL

All figures as of end June 2019